

Why Arts Matter

Supporting Evidence

A sampling of research and media materials addressing the benefits and impact of the arts.

Topics

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Note: Articles are grouped by main focus but many cover more than one topic.

New Tools for Making the Case for the Arts

The National Assembly of State Arts Agencies (NASAA) introduces the Practical Advocate series, designed primarily for state arts agencies and their grantees, offering succinct guidance for promoting the community benefits of the arts and educating public officials about the impact of this work.

- [Five Essential Arts Arguments \(PDF\)](http://send.nasaa-arts.org/link.cfm?r=BJiyUv3Ptgr_TJaJ-4k4rA~~&pe=R9-3bE8QNII9A1kJdpVWH_MAP9ztdAo5O-HDND0hE04gij1Z664QfvnuP7S7Ph_7DuYU_Xn98jFi8XgapyJRbw~~) [http://send.nasaa-arts.org/link.cfm?r=BJiyUv3Ptgr_TJaJ-4k4rA~~&pe=R9-3bE8QNII9A1kJdpVWH_MAP9ztdAo5O-HDND0hE04gij1Z664QfvnuP7S7Ph_7DuYU_Xn98jFi8XgapyJRbw~~] summarizes key rationales that are especially timely in today's policy environment. NASAA recommends that you use these talking points as a guide for your discussions with lawmakers and the media.
- [Fact vs. Fiction: Government Arts Funding \(PDF\)](http://send.nasaa-arts.org/link.cfm?r=BJiyUv3Ptgr_TJaJ-4k4rA~~&pe=RTTNDbR7WMgJuk3G44WRA3JM5_lpio-6-fpaDgmrla9VhOHu7hRnGXu2pGeN--jX6jlyAoM-kUaEscdxTOaqA~~) [http://send.nasaa-arts.org/link.cfm?r=BJiyUv3Ptgr_TJaJ-4k4rA~~&pe=RTTNDbR7WMgJuk3G44WRA3JM5_lpio-6-fpaDgmrla9VhOHu7hRnGXu2pGeN--jX6jlyAoM-kUaEscdxTOaqA~~] debunks common myths regarding public support for the arts.
- [You Can Shape Policy \(PDF\)](http://send.nasaa-arts.org/link.cfm?r=BJiyUv3Ptgr_TJaJ-4k4rA~~&pe=aQOTS96Ccs8ZnmCHo2x6urL2pOBNC57Wa40Zmb_5P5o35dgHL3E7oGz6nqHQ3NGV4Op0HGPRZsgRvRnwe) [http://send.nasaa-arts.org/link.cfm?r=BJiyUv3Ptgr_TJaJ-4k4rA~~&pe=aQOTS96Ccs8ZnmCHo2x6urL2pOBNC57Wa40Zmb_5P5o35dgHL3E7oGz6nqHQ3NGV4Op0HGPRZsgRvRnwe] provides advocacy action recommendations along with useful advocacy dos and don'ts.

Economic Impact

Stories

- [How the arts boost economic development](http://www.postandcourier.com/news/2010/nov/15/state-reporthow-the-arts-boost-economic/) [<http://www.postandcourier.com/news/2010/nov/15/state-reporthow-the-arts-boost-economic/>]
Source: The Post and Courier
South Carolina arts leaders are getting involved in economic development by helping to show businesses what's available in the Palmetto State.
- [Chapman Cultural Center has Economic Impact of \\$13.5 Million According to New Study](http://www.chapmanculturalcenter.org/news-press-releases.php?news_id=166) [http://www.chapmanculturalcenter.org/news-press-releases.php?news_id=166]
Source: Chapman Cultural Center
The data show that the Chapman Cultural Center has a substantial economic impact in Spartanburg County, both directly and indirectly.

Research

- [Arts & the Economy - Resources: Economic Impact](http://www.southcarolinaarts.com/economic/impact.shtml) [<http://www.southcarolinaarts.com/economic/impact.shtml>]

Opinion

- [Arts Jobs Are Jobs, Too](https://www.facebook.com/note.php?note_id=442513016064&id=656109178) [https://www.facebook.com/note.php?note_id=442513016064&id=656109178]
Source: Jeffrey E. Salzberg, Lighting Designer
Let your message be loud and let it be clear: "Arts funding is jobs funding."

- [Nonprofits: our economy's overlooked engine \[http://www.thestate.com/2011/03/08/1726613/bull-enright-nonprofits-our-economys.html\]](http://www.thestate.com/2011/03/08/1726613/bull-enright-nonprofits-our-economys.html)

Source: *The State*

It's important not to overlook a sector of our economy that has the power to both stimulate economic growth and provide a wide range of social good: the nonprofit sector.

The Arts and Workforce Preparation

Research

- [Tough Choices for Tough Times \(PDF\) \[http://www.ncee.org/wp-content/uploads/2010/04/Executive-Summary.pdf\]](http://www.ncee.org/wp-content/uploads/2010/04/Executive-Summary.pdf)

Source: *The National Center for Education and the Economy*

Executive summary of recommendations for preparing a 21st century workforce.

- Ready to Innovate - [Key Findings \(PDF\) \[http://www.artsusa.org/pdf/information_services/research/policy_roundtable/ready_to_innovate.pdf\]](http://www.artsusa.org/pdf/information_services/research/policy_roundtable/ready_to_innovate.pdf) or [Full Report \(PDF\) \[http://www.artsusa.org/pdf/information_services/research/policy_roundtable/ReadytoInnovateFull.pdf\]](http://www.artsusa.org/pdf/information_services/research/policy_roundtable/ReadytoInnovateFull.pdf)

Source: *The Conference Board, Americans for the Arts, and the American Association of School Administrators*

A joint study investigating how businesses measure creativity and how the skills employers look for in new hires align with skills cultivated through art education.

Opinion

- [A Missing Piece in the Economic Stimulus: Hobbling Arts Hobbles Innovation \[http://www.psychologytoday.com/blog/imagine/200902/missing-piece-in-the-economic-stimulus-hobbling-arts-hobbles-innovation\]](http://www.psychologytoday.com/blog/imagine/200902/missing-piece-in-the-economic-stimulus-hobbling-arts-hobbles-innovation)

Source: *Psychology Today*

The surgeon who pioneered vascular suturing techniques started with lace making. Cell traffic is kept private thanks to a composer and an actress. Computer chips use principles of etching, silk screen printing, and photolithography. Neurologists can use dance notation to analyze their patients' problems. Samuel Morse was a visual artist. Alexander Graham Bell was a pianist. The arts have fostered innovation since the beginning.

- [Arts Education and the Innovative Workforce \[http://blog.artsusa.org/2010/07/21/arts-education-and-the-innovative-workforce/\]](http://blog.artsusa.org/2010/07/21/arts-education-and-the-innovative-workforce/)

Source: *Americans for the Arts*

If America's workforce is to remain competitive on a global level, art education is indeed not a frill but an economic necessity.

- [How to Be Indispensable \[http://www.jonathanfields.com/blog/how-to-be-indispensable/\]](http://www.jonathanfields.com/blog/how-to-be-indispensable/)

Source: *Jonathan Fields, Entrepreneur and Author*

What is that single quality that makes someone precious and indispensable? Beyond intelligence, loyalty, kindness, respect, discipline, pride, passion and compassion, it's... the ability to create.

Arts Education

Stories

- [Finding Voice in the Pain of a Family and Its Fall \[http://www.nytimes.com/2011/05/30/education/30oneducation.html?_r=2\]](http://www.nytimes.com/2011/05/30/education/30oneducation.html?_r=2)

Source: *The New York Times*

A South Carolina teenager straining to hold her family together became the writer who knew all her subjects' flaws, but still felt affection for them. She wrote, she said, to heal herself and her family.

- [Cultural Arts Center keeping arts alive in schools \[http://www2.dothanagle.com/news/2009/nov/15/cultural_arts_center_keeping_arts_alive_in_schools-ar-188200/\]](http://www2.dothanagle.com/news/2009/nov/15/cultural_arts_center_keeping_arts_alive_in_schools-ar-188200/)

Source: *Dothan Eagle*

"When you look at improvement in academics, you have to look at it over time to get a true picture. I see a definitive change in children being excited about coming to school because we have things like steel drums, hip hop dance, and a Yamaha keyboarding lab. There is something else being added to the day besides two plus two equals four."

Research

- [ArtsEdSearch: a research road map for arts education \[http://www.scartshub.com/artsedsearch-a-research-road-map-for-arts-education/\]](http://www.scartshub.com/artsedsearch-a-research-road-map-for-arts-education/)

Source: Arts Education Partnership

A resource to explain and advocate for the role of arts education in preparing students to succeed. Reliable and objective research that examines how education in the arts affects students' cognitive, personal, social and civic development. A well-designed matrix of topics including education setting, educational level and types of outcomes. Readers can find summaries of "What We Know" and a "List of Studies" for each area of arts education from early childhood through adult/lifelong learning. Because

ArtsEdSearch is designed to be an interactive, growing resource, each area includes “Questions for New Research” to build on the existing research base. You’ll also find ongoing discussions among educators and others beginning to use ArtsEdSearch data to inform decision making.

- [What School Leaders Can Do To Increase Arts Education \(PDF\) \[http://www.aep-arts.org/wp-content/uploads/2012/08/What-School-Leaders-Can-Do-To-Increase-the-Arts.pdf\]](http://www.aep-arts.org/wp-content/uploads/2012/08/What-School-Leaders-Can-Do-To-Increase-the-Arts.pdf)
 Source: Arts Education Partnership
 Offers three concrete actions school principals can take to increase arts education in their schools, each supported with low-cost or no-cost strategies that other school leaders have found to be effective.
- [Engaging Adolescents: Building Youth Participation in the Arts \[http://nationalguildstage.eccentricarts.com/Programs/Information-Resources---Publications/Publications/Engaging-Adolescents-Initiative.aspx\]](http://nationalguildstage.eccentricarts.com/Programs/Information-Resources---Publications/Publications/Engaging-Adolescents-Initiative.aspx)
 Source: National Guild for Community Arts Education
 Meaningful engagement in arts education can have a life-changing impact on teens. This initiative and guidebook from the National Guild for Community Arts Education outlines a holistic approach that integrates arts learning with principles of youth development..
- [Involvement in the Arts and Human Development: General Involvement and Intensive Involvement In Music and Theatre Arts \[http://artsedge.kennedy-center.org/champions/pdfs/Involvmnt.pdf\]](http://artsedge.kennedy-center.org/champions/pdfs/Involvmnt.pdf) (PDF)
 Source: ARTSEdge: The Kennedy Center's Arts Education Network
 Study conducted by The Imagination Project at UCLA Graduate School of Education & Information Studies, University of California at Los Angeles explores interactions between the arts and human development and achievement, using the National Educational Longitudinal Survey (NELS:88), which has followed more than 25,000 students in American secondary schools for 10 years.
- [The Imagine Nation Poll \[http://www.theimagination.net/resources.htm\]](http://www.theimagination.net/resources.htm)
 Source: the imagine nation
 Documents the growing public demand for education that supports the imaginative development of children.
- [Critical Evidence: How the Arts Benefit Student Achievement \(PDF\) \[http://www.nasaa-arts.org/Research/Key-Topics/Arts-Education/critical-evidence.pdf\]](http://www.nasaa-arts.org/Research/Key-Topics/Arts-Education/critical-evidence.pdf)
 Source: National Assembly of State Arts Agencies
 “Makes the case for the arts” based on sound educational research.
- [Arts Education Facts \[http://www.americansforthearts.org/public_awareness/artsed_facts/default.asp\]](http://www.americansforthearts.org/public_awareness/artsed_facts/default.asp)
 Source: Americans for the Arts
 Key points about the benefits of arts education; highlights from key national research; arts education standards; and additional resources.

Opinion

- [The importance of music education in schools \[http://www.cnn.com/2011/SHOWBIZ/Music/05/31/music.education.cake.difiore/\]](http://www.cnn.com/2011/SHOWBIZ/Music/05/31/music.education.cake.difiore/)
 Source: CNN
 What is necessary in the micro-society of high school is a sturdy vessel in which to navigate a safe and fulfilling journey to the next transition. In high school, music programs are that vehicle.
- [The Lost Generations of Arts Education \[http://blog.artsusa.org/2011/03/15/the-lost-generations-of-arts-education/\]](http://blog.artsusa.org/2011/03/15/the-lost-generations-of-arts-education/)
 Source: Americans for the Arts ARTSblog
 When we have a large segment of society that is ignorant of the arts and the power they have to transform and enlighten, simply because they themselves were never systematically exposed to them, it's understandable why we are having to fight for funding today.
- [Arts Education and Bullying \[http://blog.artsusa.org/2010/04/07/arts-education-and-bullying/\]](http://blog.artsusa.org/2010/04/07/arts-education-and-bullying/)
 Source: Americans for the Arts
 Students need an outlet for feeling powerful – and if they aren't getting it in school or in extracurricular activities, it will and does find an outlet – most likely a negative outlet such as bullying.
- [W.Va. schools celebrate arts education \[http://wvgazette.com/Opinion/OpEdCommentaries/201009100663\]](http://wvgazette.com/Opinion/OpEdCommentaries/201009100663)
 Source: The Charleston Gazette
 "Why should students learn to paint, dance, act or sing while we are facing increased jobless rates and other fiscal difficulties?" The answer is really two-fold.

Quality of Life

Stories

- [Local director-actor heals as show goes on \[http://www.thestate.com/2010/02/12/1153102/local-director-actor-heals-as.html\]](http://www.thestate.com/2010/02/12/1153102/local-director-actor-heals-as.html)
 Source: The State
 "It was very helpful to me to find a way in my art to express something that was personal to me."

Research

- [Musicians Are Probably Smarter Than The Rest Of Us \[http://www.huffingtonpost.com/2011/07/20/music-intelligence_n_904124.html\]](http://www.huffingtonpost.com/2011/07/20/music-intelligence_n_904124.html)

Source: The Huffington Post

A new study found that musicians might have brains that function better than their peers well into old age.

- [Singing 'rewires' damaged brain \[http://news.bbc.co.uk/2/hi/science/nature/8526699.stm\]](http://news.bbc.co.uk/2/hi/science/nature/8526699.stm)

Source: BBC News

Teaching stroke patients to sing "rewires" their brains, helping them recover their speech, say scientists.

- [Does singing make you happy? \[http://health.howstuffworks.com/mental-health/human-nature/happiness/singing-happy.htm\]](http://health.howstuffworks.com/mental-health/human-nature/happiness/singing-happy.htm)

Source: Discovery Fit & Health

Apparently, choral singing, whether with a church, city or private group, really does make people happy.

Opinion

- [How Helpful Is Cultural Diplomacy? Very Helpful! \[http://www.huffingtonpost.com/karen-brooks-hopkins/how-helpful-is-cultural-d_b_314435.html\]](http://www.huffingtonpost.com/karen-brooks-hopkins/how-helpful-is-cultural-d_b_314435.html)

Source: The Huffington Post

Cultural diplomacy is an incredibly powerful tool. It allows for the creative energy of a people and a nation to be shared with audiences and communities worldwide, and if given a chance, can promote genuine goodwill and cross-cultural understanding.

Artist Development

Stories

- [‘It’s work, not welfare’: Artists defend the Arts Board \[http://host.madison.com/ct/news/local/govt-and-politics/article_d439e8c9-cd53-5614-86b4-0bb2eb27578b.html\]](http://host.madison.com/ct/news/local/govt-and-politics/article_d439e8c9-cd53-5614-86b4-0bb2eb27578b.html)

Source: The Cap Times

It’s rewarding, it’s fun and creative. But it’s also work that should be looked at seriously.

Community Development

Stories

- [Diversions soften hard times in S.C. \[http://www.thestate.com/2010/05/02/1268553/diversions-soften-hard-times-in.html\]](http://www.thestate.com/2010/05/02/1268553/diversions-soften-hard-times-in.html)

Source: The State

Free and inexpensive diversions are helping people forget their worries in two South Carolina counties hard hit by the recession.

- [Art Works \[http://www.nea.gov/news/news10/micd-remarks.html\]](http://www.nea.gov/news/news10/micd-remarks.html)

Source: National Endowment for the Arts

NEA Chairman Rocco Landesman's remarks before the United States Conference of Mayors

- [Columbia native, 'Sex and the City' star returns to help theater \[http://www.wistv.com/global/story.asp?s=10018258\]](http://www.wistv.com/global/story.asp?s=10018258)

Source: WIS-TV

A Columbia native with fame on her side took on the cause of community theater.

Research

- [Live from Your Neighborhood: A National Study of Outdoor Arts Festivals \[http://www.nea.gov/news/news10/NEA-Festivals-Report.html\]](http://www.nea.gov/news/news10/NEA-Festivals-Report.html)

Source: National Endowment for the Arts

The first-ever survey of U.S. outdoor arts festivals. The survey analyzes data from 1,413 outdoor festivals in nearly every state and Washington, DC.

- [Creative Placemaking \[http://www.nea.gov/pub/pubDesign.php\]](http://www.nea.gov/pub/pubDesign.php)

Source: National Endowment for the Arts

The essential role of the arts and culture in placemaking; includes case studies and recommendations for successful placemaking efforts.

- [MICD25 \(NEA's Mayor's Institute on City Design\) \[http://www.nea.gov/national/MICD25/index.html\]](http://www.nea.gov/national/MICD25/index.html)

Source: National Endowment for the Arts

Profiles of 21 sites illustrate how the arts and design can transform civic life and public space.

Opinion

- ["You Need to Be an Arts Advocate" \(Video\) \[http://www.youtube.com/watch?v=iwrh8I_Pv5w&feature=player_embedded\]](http://www.youtube.com/watch?v=iwrh8I_Pv5w&feature=player_embedded)

Source: Student Advocates for the Arts

An educational video about the importance of arts advocacy; a winner in the Why the Arts Matter video contest.

National Recognition

Stories

- [English professor wins Emmy for HIV project \[http://www.sc.edu/news/newsarticle.php?nid=464\]](http://www.sc.edu/news/newsarticle.php?nid=464)
Source: *University of South Carolina*
Dr. Kwame Dawes, distinguished poet-in-residence at the University of South Carolina, won a News & Documentary Emmy Award for his Web-based project, "Hope: Living & Loving with HIV in Jamaica."
- [Street vendors help SC city win national award \[http://www.carolinalive.com/news/story.aspx?id=363877\]](http://www.carolinalive.com/news/story.aspx?id=363877)
Source: *WPDE NewsChannel 15*
Charleston receives a 2009 livability award from the United States Conference of Mayors on Friday for its Palmetto Artisan Program.
- [Preserving on Canvas a Vanishing Way of Life \[http://www.cbsnews.com/stories/2010/09/05/sunday/main6837239.shtml\]](http://www.cbsnews.com/stories/2010/09/05/sunday/main6837239.shtml) (Video and Transcript)
Source: *CBS News*
Mary Whyte is the artist of record of a changing world . . . a world she's captured in a style all her own
- [Sweetgrass artist Mary Jackson wins fellowship \[http://www.postandcourier.com/news/2010/jun/25/more-honors/\]](http://www.postandcourier.com/news/2010/jun/25/more-honors/)
Source: *The Post and Courier*
Known for translating utilitarian objects into finely detailed, sculptural forms, she has been showered with honors, among them a Lifetime Achievement Award from the National Museum for Women in the Arts (1993) and a MacArthur Fellowship (2008).

Public Funding of the Arts

Stories

- [A Conversation with Ken May \(Video\) \[http://midlandsbiz.com/podcast/ken_may/\]](http://midlandsbiz.com/podcast/ken_may/)
Source: *MidlandsBiz*
S.C. Arts Commission Executive Director Ken May discusses the value and impact of public arts funding.
- [SC Budget Battle Leaves Town's Livelihood At Stake \(Video\) \[http://www.wyff4.com/video/2840092/detail.html\]](http://www.wyff4.com/video/2840092/detail.html)
Source: *WYFF 4 News*
Funding for a festival that brings Pacolet's history to life is at stake because of the budget battle.
- [Can the Arts Be Saved in Kansas? \[http://www.artinfo.com/news/story/37819/can-the-arts-be-saved-in-kansas-a-qa-with-henry-schwaller-who-was-head-of-the-states-recently-liquidated-arts-commission/\]](http://www.artinfo.com/news/story/37819/can-the-arts-be-saved-in-kansas-a-qa-with-henry-schwaller-who-was-head-of-the-states-recently-liquidated-arts-commission/)
Source: *ArtInfo*
An interview with former Kansas Arts Commission board chair Henry Schwaller, discussing issues relevant to public arts funding in many states.

Research

- [South Carolina State Survey - Fall 2009 \[http://www.southcarolinaarts.com/canvas2010/SC%20state%20survey%20results%20fall%202009.pdf\]](http://www.southcarolinaarts.com/canvas2010/SC%20state%20survey%20results%20fall%202009.pdf) (PDF)
Source: *University of South Carolina Institute for Public Service and Policy Research*
Findings from a statewide poll show that South Carolinians overwhelmingly support state funding for the arts.

Opinion

- [NEA Funding for Kansas? \[http://www.artsusa.org/news/afta_news/default.asp#item45\]](http://www.artsusa.org/news/afta_news/default.asp#item45)
Source: *Americans for the Arts*
Statement from Robert L. Lynch, president and CEO of Americans for the Arts, in response to the Kansas Arts Commission Chairwoman's wish that the National Endowment for the Arts will continue to provide the new, privately funded Kansas Arts Foundation with matching federal dollars.
- [The difference between dim and dark in S.C. arts \[http://www.moultrie.com/column/-29HAMILTONJUNE-\]](http://www.moultrie.com/column/-29HAMILTONJUNE-)
Source: *The Moultrie News*
Examines the economic impact of some of the S.C. Arts Commission's efforts in South Carolina, as well as the intrinsic benefits. "The survival of the Arts Commission shouldn't be just about money. It is also a decision about what sort of place South Carolina is going to be."
- [The Power to Destroy \[http://www.saraparetsky.com/2011/03/the-power-to-destroy/\]](http://www.saraparetsky.com/2011/03/the-power-to-destroy/)
Source: *Sara Paretsky, Writer*
It is to poets, to musicians, to artists that we turn when we celebrate our joys or need help in enduring our sorrows. "They came to hear me read, they said, because my words gave them courage to face the hard hand life had dealt them."
- [David A. Smith: Texas arts commission cut, but at least it survived \[http://www.wacotrib.com/accesswaco/arts/David-A-Smith-Texas-arts-commission-cut-but-at-least-it-survived.html\]](http://www.wacotrib.com/accesswaco/arts/David-A-Smith-Texas-arts-commission-cut-but-at-least-it-survived.html)
Source: *The Waco Tribune-Herald*
What exactly would things look like if all public funding for the arts were suddenly gone?

- [Open letter to Kansas governor Sam Brownback \[http://minnesotaplaylist.com/blogs/open-letter-kansas-governor-sam-brownback/\]](http://minnesotaplaylist.com/blogs/open-letter-kansas-governor-sam-brownback/)
Source: *MinnesotaPlaylist*
A Kansas native puts a human face on the creative economy and the impact of policies that devalue its contribution.
- [State of the Arts: Why Culture Matters for Obamanomics \[http://www.huffingtonpost.com/lee-rosenbaum/state-of-the-arts-why-cul_b_814545.html\]](http://www.huffingtonpost.com/lee-rosenbaum/state-of-the-arts-why-cul_b_814545.html)
Source: *The Huffington Post*
The role of art as a force for civilization and civility should make it more worthy than ever of public funding for the public good.

Additional Resources

- [Research-Based Communication Tool Kit \[http://www.nasaa-arts.org/Research/Key-Topics/Arts-Education/Research*Based-Communication-Toolkit.php\]](http://www.nasaa-arts.org/Research/Key-Topics/Arts-Education/Research*Based-Communication-Toolkit.php) (PDF)
Source: *National Assembly of State Arts Agencies*
Topics include: The Arts and the Creative Workforce; The Arts and Literacy Development; The Arts, Cognition, and Social Development. (Note: created for state arts agencies.)
- [National Endowment for the Arts Research \[http://www.nea.gov/research/index.html\]](http://www.nea.gov/research/index.html)
Source: *National Endowment for the Arts*
A collection of research reports, notes, brochures, and other materials on a variety of related subjects.
- [Americans for the Arts Research \[http://www.americansforthearts.org/information_services/research/default.asp\]](http://www.americansforthearts.org/information_services/research/default.asp)
Source: *Americans for the Arts*
A collection of research services, data on various topics, policies, and resources.
- [National Arts Index \[http://www.artsusa.org/information_services/arts_index/001.asp\]](http://www.artsusa.org/information_services/arts_index/001.asp)
Source: *Americans for the Arts*
An annual measure of the health and vitality of arts in the U.S.
- [Cultural Tourism Resources \[http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/Cultural-Tourism-Resources.php\]](http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/Cultural-Tourism-Resources.php)
Source: *National Assembly of State Arts Agencies*
Examples of state arts agency efforts and links to information on many additional cultural tourism initiatives across the nation.
- [Stage Matters: A short video on why / how / if theatre matters in America \[http://www.tcg.org/tools/other/stagematters.cfm\]](http://www.tcg.org/tools/other/stagematters.cfm)
Source: *Theatre Communications Group*
Captures artists, theatre leaders, patrons, educators, corporate executives and politicians around the country as they emphatically speak about the value of theatre and challenges we face in an ever-changing environment.